

2015 PRODUCT GUIDE

DERMATOLOGICAL EXPERTISE...
NO APPOINTMENT NECESSARY

NEW
REDEFINE
ACUTE CARE™



NO APPOINTMENT NECESSARY

OUR JOURNEY began during our dermatology residency at Stanford University School of Medicine. There we heard a compelling message from our mentor, the Chairman of the Dermatology Department: “Find your passion and make a difference, or be confined to a practice that’s ordinary.” We interpreted this message as an imperative: Go forth and change the rules.

OUR MISSION is to help people solve the most common skin concerns without a visit to the dermatologist. We’ve witnessed firsthand the emotional empowerment that comes from gaining control over everyday skincare issues such as wrinkles, uneven skin tone, acne and skin sensitivity. When it comes to caring for skin, many people just don’t know where to turn for the best advice.

OUR GOAL is to give everyone access to dermatology-based skincare so they can experience the personal confidence that comes with a healthy, clear, even-toned complexion. This is why we created Rodan + Fields®.

WE INVITE YOU TO DISCOVER THE DIFFERENCE THAT GREAT SKINCARE CAN MAKE IN YOUR LIFE.

CHANGING THE RULES Stanford-trained Dermatologists Dr. Katie Rodan and Dr. Kathy Fields have touched the lives of millions with their targeted skincare solutions.

With Rodan + Fields®, the Doctors are changing people’s relationships with their skincare. The Doctors have partnered with Independent Consultants across the

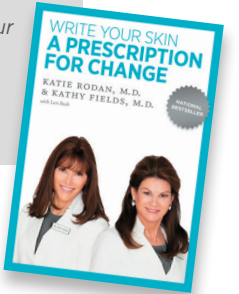
United States to ensure each Customer is supported on her or his journey to great skin. With the help of these Consultants and Company-sponsored support programs, we will connect you with the right information and solutions for your specific skin concerns.

Welcome to Rodan + Fields—where your skin is our passion.

Dr. Katie Rodan is an adjunct Clinical Associate Professor of Dermatology at Stanford University School of Medicine and is a cosmetic dermatologist in private practice in Oakland, California.

Dr. Kathy Fields is an adjunct Clinical Associate Professor of Dermatology at UC San Francisco and has been in private practice in San Francisco since 1987.

Both are authors of the bestselling book, *Write Your Skin a Prescription for Change* (Rodan & Fields, LLC, 2014).



“... a dermatological dream team”

WOMEN’S HEALTH, MARCH 2010



YOU CONTROL 80% of your skin's destiny

A combined 40 years in private practice has taught us that genetics are only responsible for 20% of how your skin will age. And that's great news! The choices you make today will affect the way you look and feel tomorrow, next year and well into the future. With the right skincare, your skin can visibly improve with age so you can look even better tomorrow than you do today.



the **right** ingredients



the **right** formulations



the **right** order
Multi-Med® Therapy

“Most doctors underutilize over-the-counter medications, but they have tremendous value if used correctly.”

DR. KATIE RODAN, *WOMEN'S HEALTH*, MARCH 2010

take control with **Multi-Med® Therapy**

To see real changes in your skin's appearance, you need to use the right concentration of clinically active ingredients in the right formulations and in the right order. Our product development strategy is to combine cosmetic and active OTC (over-the-counter) ingredients to create safe and effective formulations. Our goal is to help you achieve a visible improvement in your complexion. Because both safety and efficacy are our top priorities, all of our products undergo testing.

As you explore our product line, you will see that we are not all about the “ingredient du jour.” We believe in combining tried and true ingredients with proven technologies and tools. From our decades as practicing dermatologists, we have learned what works and what doesn't. From our patients, we have witnessed the powerful effect on self-esteem that comes from achieving great skin. We thank our patients for providing our inspiration.

RODAN + FIELDS® PRODUCT GUIDE LEGEND

Look for these symbols as you navigate through the product guide.



Products that can be used with our REDEFINE MACRO Exfoliator™. For more product information see page 14.



MEN'S FAVORITE

Men's favorite products that address their specific skincare concerns.



Products that can be used with our REDEFINE AMP MD™ System. For more product information see page 16.

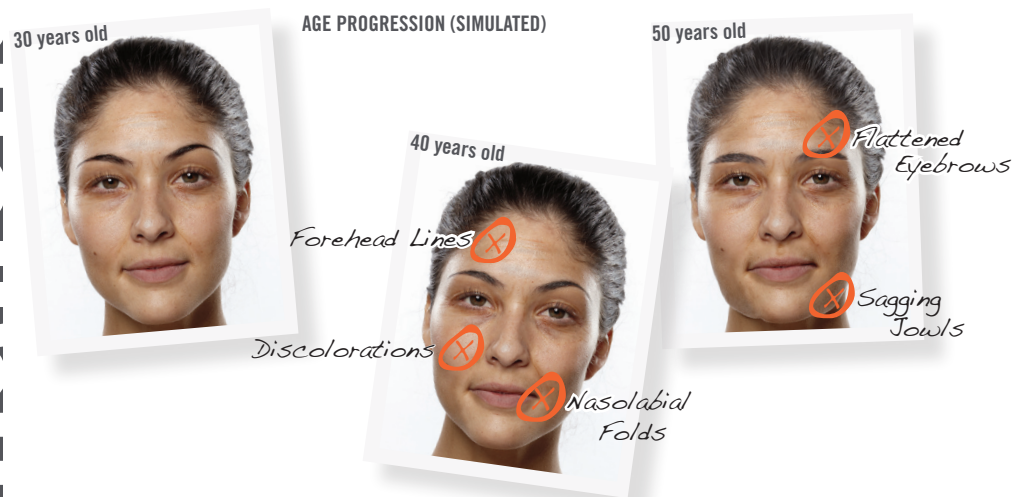
The Skin Cancer Foundation recommends these products as effective broad spectrum sunscreens.



Products that can be used with our REDEFINE ACUTE CARE™ System. For more product information see page 12.

our challenge

AGING SKIN



AGING IS A COMPLEX PHENOMENON, but we've got solutions. With a little knowledge, rigorous protection from the sun and advanced skincare, we are confident you can hold your own in the face of Father Time.

YOUTHFUL-LOOKING SKIN IS YOUR BIOLOGICAL ADVERTISEMENT OF HEALTH.

With healthy amounts of collagen and elastin fibers, youthful skin is firm and supple and is universally seen as attractive. As we age, our skin loses supportive fibers and with the slackening of structure, we see sagging, wrinkles and noticeably enlarged pores.

TAKE CONTROL Based on experience with patients, we created REDEFINE – a comprehensive collection of formulated products and tools that are clinically proven to combat the visible signs of aging.

THERE IS GOOD NEWS!

Thankfully, the right skincare can help defend your skin's appearance against the effects of time and the environment. The end result: a visibly firmer, more radiant and flawless-looking complexion.

JOURNEY TO GREAT SKIN

Follow the path most taken to great skin

GET A FAST START → CLEAN THE SLATE → GO THE DISTANCE → AMP IT UP → FILL A WRINKLE



REDEFINE MACRO Exfoliator™
for Extreme Smoothness
and Radiance p.14



REVERSE Regimen for
the Appearance of
Brown Spots, Dullness
and Discoloration p.22



REDEFINE Regimen for
the Appearance of
Lines, Pores and Loss
of Firmness p.10



REDEFINE AMP MD™
System for Firmer-
Looking Skin p.16



REDEFINE ACUTE CARE™
Skincare for
Expression Lines
p.12

REDNESS AND BUMPS TRUMP EVERYTHING

Inflammation is a leading cause of aging in skin. If you have acne or red, sensitive skin, it's important to take control of these conditions to restore skin's healthy appearance and help to slow the aging process. Our Multi-Med® UNBLEMISH and SOOTHE Regimens are clinically proven to clear and calm problem skin.



UNBLEMISH Regimen for
Acne and Post Acne
Marks p.28

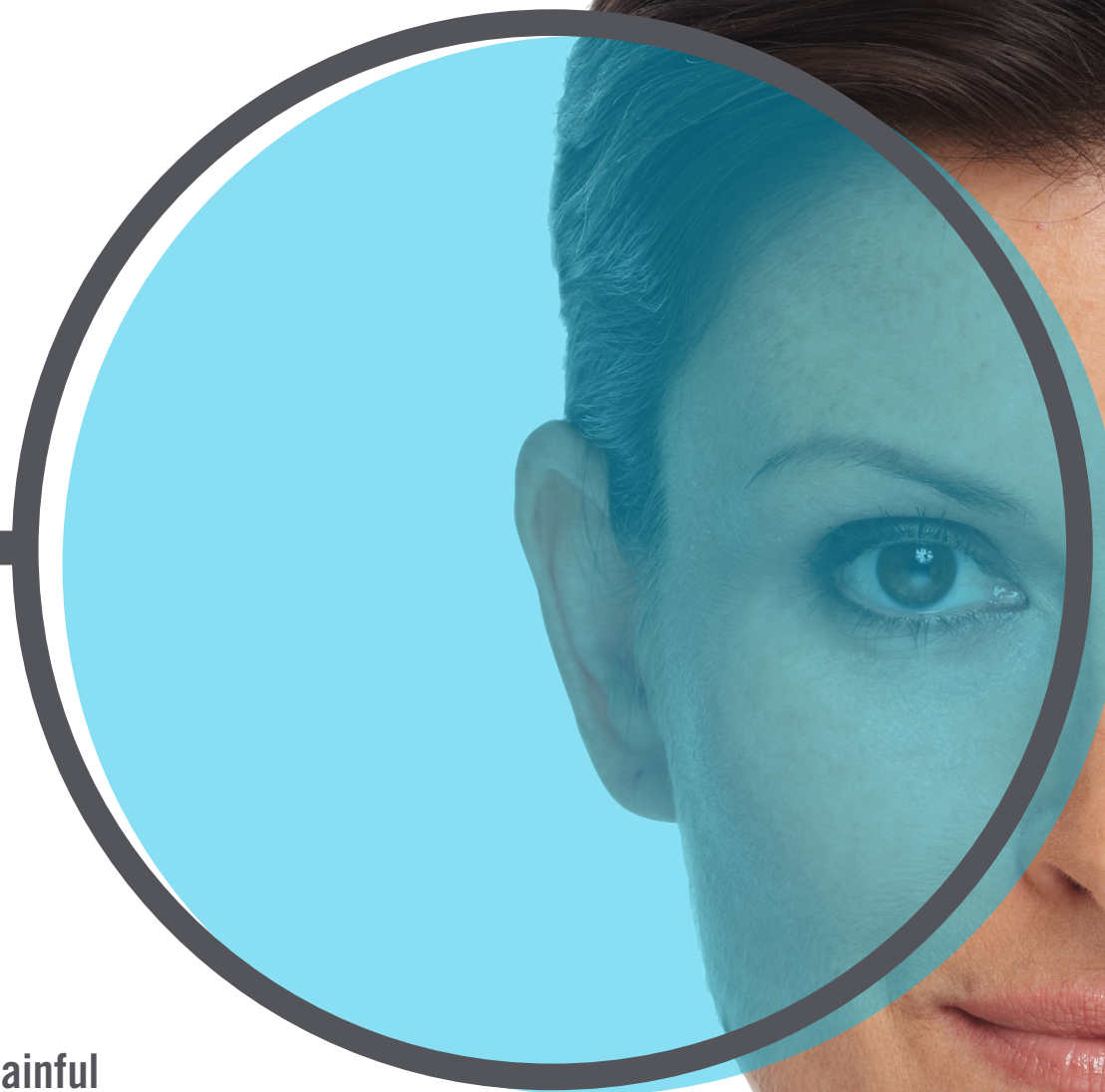


SOOTHE Regimen for
Sensitive, Irritated Skin and
Facial Redness p.32

REDEFINE

REGIMEN FOR THE APPEARANCE OF
LINES, PORES AND LOSS OF FIRMNESS

RETEXTURIZE
REVEAL
REFINE
REDEFINE



“ Preventing wrinkles is far less painful
and expensive than correcting them.
The best wrinkle is the one you never get. ”

DR. KATHY FIELDS

REDEFINE

REGIMEN FOR THE APPEARANCE OF LINES, PORES AND LOSS OF FIRMNESS

A steady diet of intelligent skincare is the foundation of youthful, healthy-looking skin. We created the Rodan + Fields **REDEFINE** Regimen as a comprehensive skincare solution that layers cosmetic ingredients and proven peptide technology to help defend against and reduce the visible signs of aging for noticeably firmer, smoother, flawless-looking skin.

REDEFINE 4-Product Regimen \$193.00 AARG001



CAN USE WITH

PORE MINIMIZING TONER

minimizes

DAILY CLEANSING MASK

smoothes

SHIELD^{rf} TECHNOLOGY

Our exclusive complex of stabilized avobenzone (a key absorber of aging UVA rays) and colorless carotenoids (free radical-fighting antioxidants) provides effective photostable broad spectrum UVA/UVB sunscreen protection to visibly decelerate the signs of photoaging that appear over time.



TRIPLE DEFENSE TREATMENT

defends

OVERNIGHT RESTORATIVE CREAM

visibly firms



NATURAL AGING VS. ACCELERATED AGING

what's the deal with pores ?

When it comes to aging, we tend to focus on the usual suspects – lines and wrinkles. We ignore our pores until one day, seemingly out of nowhere, there they are ... big, gaping holes occupying prime real estate on our faces.

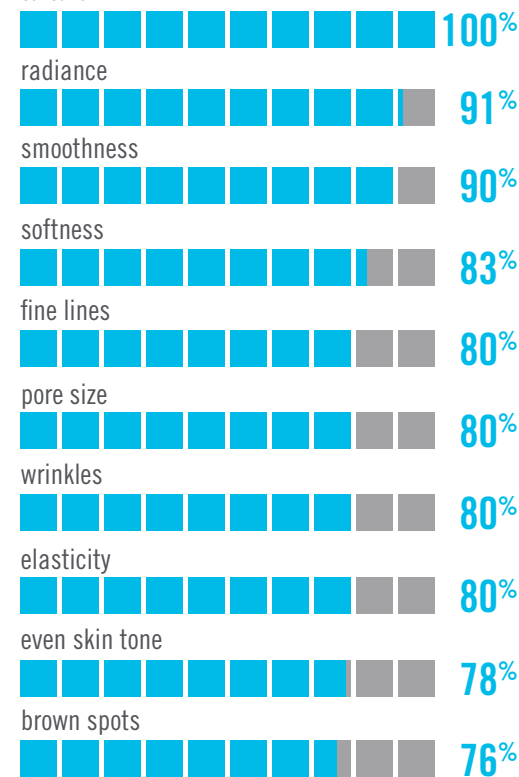
While you can never change the physical size of your pores, you can minimize their appearance with skincare containing hydroxy acids to exfoliate dead surface cells, kaolin clay to tighten and advanced peptides to visibly firm skin.

DECIDE TODAY HOW YOU ARE GOING TO LOOK TOMORROW

REDEFINE RESULTS

Participants in an eight-week independent clinical study achieved the following results:*

PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT



*Results may vary.

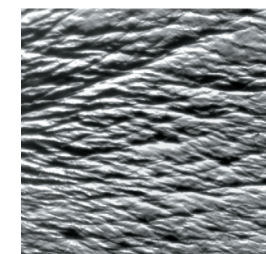
BEFORE*



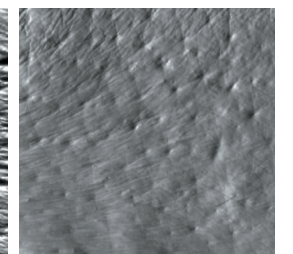
AFTER EIGHT WEEKS*



BEFORE TREATMENT**



AFTER TREATMENT**



**Skin replicas of crow's feet.

for order details, see pages 42-47 // 11

ACUTE CARE™ SKINCARE FOR EXPRESSION LINES

NEW

Got a wrinkle? Fill it up. **ACUTE CARE** smooths expression lines with proprietary Liquid Cone Technology that melts line-defying peptides and hyaluronic acid directly into the wrinkle for a more youthful appearance. You can experience long-lasting results after ten applications, and you may even see results after the very first use. It's so simple, you can do it in your sleep.

Check with your Consultant for availability.

“Think of it as an at-home infusion of hyaluronic acid that cosmetically fills wrinkles – allowing people to achieve impressive results without the need for clinic based procedures.” – DR. KATIE RODAN

CAN USE WITH



as seen in
BAZAAR



“I saw the expression lines around my eyes virtually disappear”

- DAVID, R+F CUSTOMER

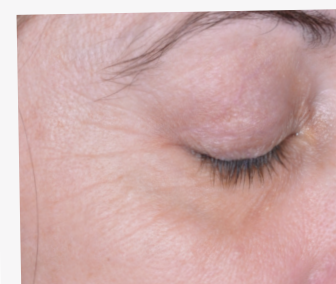
FILL A WRINKLE WHILE YOU SLEEP NO APPOINTMENT NECESSARY

PROVEN VISIBLE WRINKLE REDUCTION

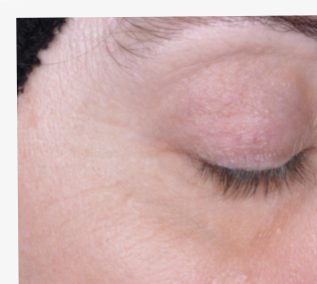
ACUTE CARE is clinically proven to reduce the appearance of wrinkles after ten applications* when used with the **REDEFINE** Regimen. The visible improvement was noticeable for an additional eight weeks with continued use of the **REDEFINE** Regimen.*

Find more information on **ACUTE CARE** by visiting www.rodanandfields.com/pages/acutecare/

BEFORE*



AFTER 4 WEEKS*



AFTER 12 WEEKS*



+58%
BETTER
RESULTS*

AMP UP YOUR ACUTE CARE RESULTS

Get the most out of your skincare routine by adding our **REDEFINE AMP MD™** System to **ACUTE CARE** and the **REDEFINE** Regimen. Clinical studies demonstrate a 58% greater improvement in the appearance of expression lines when **ACUTE CARE**, the **REDEFINE** Regimen and **AMP MD** and were used together for four weeks*, and **REDEFINE** Regimen and **AMP MD** continued to be used for another eight weeks.

*Ten applications, three times a week (Monday, Wednesday, Friday). Results may vary.



MACRO EXFOLIATOR™ FOR EXTREME SMOOTHNESS AND RADIANCE

Get professional level benefits in the comfort of your home. We developed the **REDEFINE MACRO Exfoliator™** to sweep away a week's worth of dulling dead skin cells in just five minutes, leaving behind smoother, healthier-looking luminous skin. The proof is in the filter where you can actually see the dulling, dead outermost skin cells and debris that have been covering up your best skin. Our guarantee? You will feel the difference in your skin after only one use.

MACRO Exfoliator \$279.00 AAMEX01

“We always create products that we want to use ourselves and that most closely resemble what we have in our practices.” DR. KATHY FIELDS



DOC-SMART™ TECHNOLOGY

Our patent-pending DOC-SMART™ technology, developed and programmed by Dr. Katie Rodan and Dr. Kathy Fields, varies the degree and duration of macro-exfoliation based on facial area, just like the Doctors do in their offices. This is our recommended mode for best results.

MACRO EXFOLIATOR COMPANION APP

To get the most out of your MACRO Exfoliator, activate the MACRO Exfoliator Companion App. You can schedule weekly reminders, track your progress, get exclusive tips from the Doctors and connect with other users. See the MACRO Exfoliator package for activation details.



ONCE A WEEK ... FIVE MINUTES ... FIVE MILLION CELLS

MACRO EXFOLIATOR RESULTS

Participants in a four-week independent clinical study achieved the following results:*

PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT IN SKIN TEXTURE*

after one use



after four weeks



AVERAGE IMPROVEMENT IN SKIN TEXTURE*

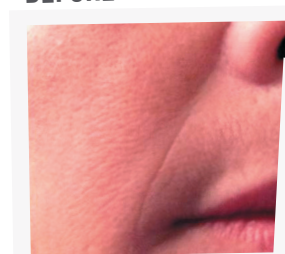
after one use



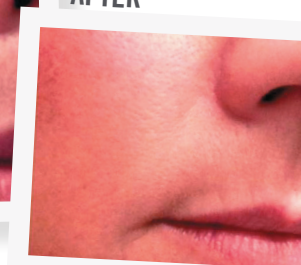
after four weeks



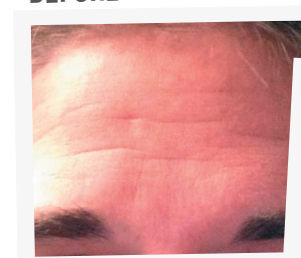
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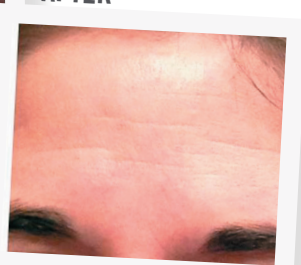
AFTER**



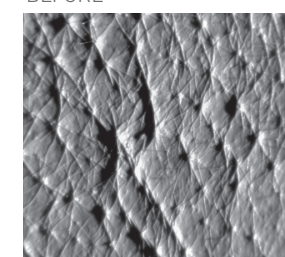
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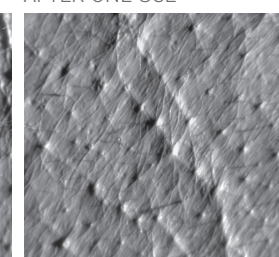
AFTER**



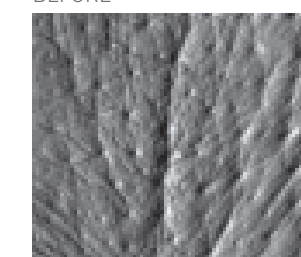
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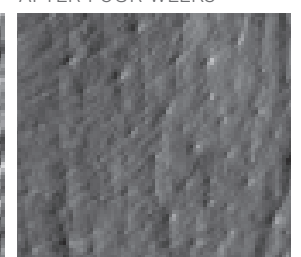
AFTER ONE USE**



BEFORE**



AFTER FOUR WEEKS**



*One-use data includes use of **MACRO Exfoliator™** Cooling Gel. Four week data includes use of Cooling Gels and **REDEFINE** Regimen. Results may vary.

**Unretouched photos. Results may vary.

AMP MD™ SYSTEM FOR FIRMER-LOOKING SKIN

Take a firm position on aging skin with our patent-pending **REDEFINE AMP MD™** System. The noninvasive **AMP MD** Micro-Exfoliating Roller and **REDEFINE** Night Renewing Serum are clinically proven to safely and effectively amp up your daily skincare routine for a firmer, more youthful-looking appearance. Recommended for use with **REDEFINE** Regimen for best results.

AMP MD 4-Piece System \$200.00 AAAPS01

“We developed AMP MD™ to be a powerful home-use technology that safely and easily enhances skincare results.”

DR. KATIE RODAN



REDEFINE Night Renewing Serum Each mono-dose capsule contains a potent, proprietary blend of time-released peptides and retinol. Retinol helps shed dead skin cells to visibly improve skin texture and minimize the appearance of pores, while peptides reduce the appearance of wrinkles and visibly increase skin firmness.

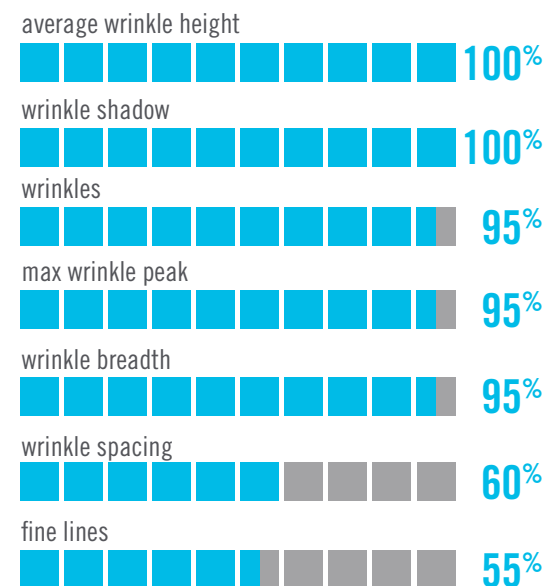
“I wanted to use something to help diminish my wrinkles and large pores. All I did was follow the directions for using the Rodan + Fields® REDEFINE Regimen and the wonderful AMP MD. I could not believe that I had such fantastic results in such a short period of time – it is truly remarkable!”

– CYNTHIA, R+F INDEPENDENT CONSULTANT

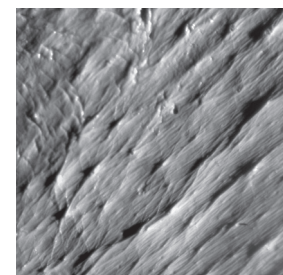
THE BEST SPENT MINUTE IN SKINCARE

AMP MD SYSTEM RESULTS After eight weeks of **REDEFINE** Regimen and **AMP MD** System use, participants in an independent clinical study achieved the following results based on microscopic analysis:*

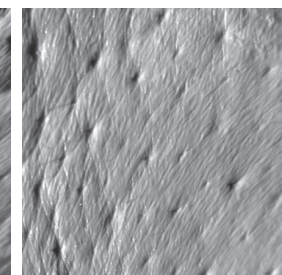
PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT



BEFORE TREATMENT*



AFTER TREATMENT*



*Results may vary.

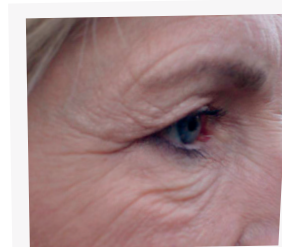
BEFORE*



AFTER 4 WEEKS*



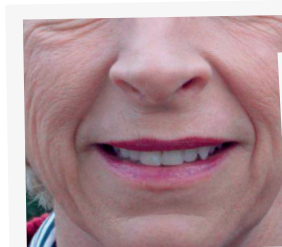
BEFORE*



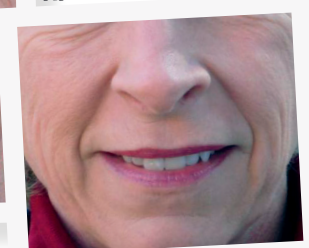
AFTER 4 WEEKS*



BEFORE*



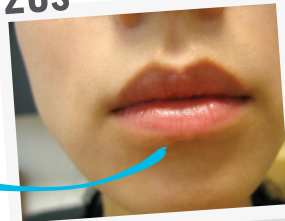
AFTER 4 WEEKS*



tale of an aging lip

full, juicy, smooth, rosebud pink
gorgeous cupid's bow
belly of the lip is full
crisp vermilion border (where your skin and your lip meet)

20s



30s



color diminishes (start using lipstick)
lines start developing

40s



vermilion border flattens
loss of color
lip lines and dryness
loss of definition
less strong cupid's bow

50s



vermilion border lost
lipstick bleed lines
loss of volume, loss of color
more dryness

Simulated age progression

what happened to my lips?

When it comes to lips, time and the environment take their toll in a profound way. The smooth, naturally full, defined lips that nature gives us will, over time, become thinner, flatter, less rosy and more lined. Reclaim or maintain the lips of youth with **REDEFINE** Lip Renewing Serum. Each peptide and antioxidant-rich capsule helps lips retain natural moisturizing factors, smoothes lip texture and reduces the appearance of lip wrinkles. **AMP MD** Micro-Exfoliating Roller is clinically tested with Lip Renewing Serum for firmer-looking lips.

as seen in
BAZAAR



CAN USE
WITH



oh, my eyes!

Sleep deprivation, pollution, the sun's rays, putting in contact lenses and taking off makeup, even smiling, frowning or just blinking – everything seems to take a toll on our fragile eye area. **REDEFINE** Eye Cloths gently remove makeup and deposit anti-aging peptides to help reduce the appearance of fine lines and puffiness in one easy step. **REDEFINE** Multi-Function Eye Cream utilizes peptides to visibly reduce the appearance of crow's feet, dark circles and puffiness, and noticeably brightens your eye area with optical filters that reflect light.



“Trick of the trade . . . look at the hands. A person's face can look fabulous with a little TLC, but almost without exception people will ignore their hands. So, when you want to know someone's true age, pay attention when you shake their hand.”
DR. KATHY FIELDS

turn back the hands of time

Our hands are among the hardest working and most environmentally vulnerable parts of our bodies. That's why the backs of people's hands often look so much older than their faces. To defend against the telltale signs of hand aging – brown spots, thin, crepey skin, wrinkles and dryness – we created the **REDEFINE** Hand Treatment Regimen. It brightens skin tone, provides moisture to visibly improve elasticity and resiliency, reduces the appearance of wrinkles and crepey skin, and most important, won't give away your age.

as seen in
Good Housekeeping



as seen in
MORE

REVERSE

REGIMEN FOR THE APPEARANCE
OF BROWN SPOTS, DULLNESS
AND DISCOLORATION

EXFOLIATES
FADES
BRIGHTENS
DEFENDS

“We estimate that sun damage impacts
more than 100 million Americans.”

DR. KATIE RODAN AND DR. KATHY FIELDS

REGIMEN FOR THE APPEARANCE OF BROWN SPOTS, DULLNESS AND DISCOLORATION

Based on Multi-Med Therapy, **REVERSE** Regimen is an effective, full-face solution that tackles the dullness, uneven skin tone, brown spots and other cumulative, telltale signs associated with sun exposure. It combines cosmetic and active ingredients to exfoliate dulling dead skin, address the appearance of unwanted pigmentation, help even and brighten overall look of skin tone, reduce the appearance of fine lines and wrinkles, and protect against further UV damage providing a long-term solution for a radiant complexion.

REVERSE 4-Product Regimen
\$179.00 RVRGG01

as seen in
MORE
FOR WOMEN OF STYLE & SUBSTANCE

CAN USE WITH

DEEP EXFOLIATING WASH

exfoliates

**DUAL ACTIVE
BRIGHTENING
COMPLEX**

brightens

fades

**INTENSIVE
BRIGHTENING
TONER**

**BROAD SPECTRUM
SPF 50+ SUNSCREEN**

defends

as seen in
VOGUE

MEN'S FAVORITE



roll with it

Amp up your **REVERSE** results by adding **AMP MD** Micro-Exfoliating Roller to your daily routine. Fractionated exfoliation helps to improve the tone and texture of the complexion as skin responds to the contact of the micro-needle tips.

Within two weeks of using the **REVERSE** Regimen and **REDEFINE AMP MD** Micro-Exfoliating Roller, more than 80% of the participants saw faster results in overall skin appearance, brightness, texture and firmness.

“Fractionation is key to AMP MD benefits; it allows daily use with the REVERSE Regimen to accelerate results without over-exfoliating the skin.” DR. KATIE RODAN

**CLEAN THE SLATE AND SEE A
BRIGHTER FUTURE FOR YOUR SKIN**

REVERSE RESULTS Participants in an eight-week independent clinical study achieved the following results:*

PERCENT OF PARTICIPANTS EXPERIENCING AN IMPROVEMENT

brightness



smoother texture



brown spots



even skin tone




fine lines



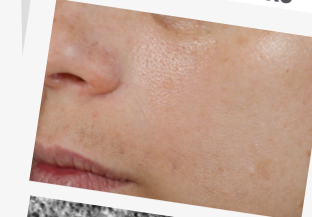
SHIELD^{rf} TECHNOLOGY Our exclusive complex of stabilized avobenzone (a key UVA absorber) and colorless carotenoids (free radical-fighting antioxidants) offers photostable broad spectrum protection in an aesthetically elegant formulation.

BEFORE*



LIV CAMERA

AFTER EIGHT WEEKS*



*Unretouched photos. Results may vary.

REGIMEN FOR THE APPEARANCE OF BROWN SPOTS, DULLNESS AND DISCOLORATION

DOCTORS' TIP

Topically addressing uneven skin tone without protecting it from further UV exposure is like going up the down escalator. Avoid any and all sun exposure, and if you must be outside, always use a broad spectrum sunscreen and wear sunglasses and protective clothing. A single day of unprotected sun exposure can virtually undo months of REVERSE Regimen use.

what lies beneath

When it comes to sun damage, it is often not what you see, but what you don't see that is causing your skin to look dull and aged. In our practices we use a special ultraviolet (UV) light to assess sun damage. Often, our patients are amazed to learn that sun damage is at the root of their dissatisfaction with their skin, even though they do not see visible age spots. If you want a deeper glimpse into your skin's condition, you can simply purchase a black light at a home improvement or party supply store and shine it on your skin in front of a mirror in a dark room. You too might be amazed at what lurks below your skin's surface and how easy it is to attain the vibrant, luminous skin you have always wanted.



UNDERLYING SKIN DAMAGE REVEALED BY UV CAMERA (SIMULATED)

“You can reverse the appearance of pigmentation marks. It's a fixable condition.”

DR. KATHY FIELDS, *HARPER'S BAZAAR*, NOVEMBER 2009

vitamin C + retinol = brighter and more even-looking skin tone

Vitamin C and retinol are highly effective brightening ingredients. However, their activity makes each ingredient tricky to work with on its own, and virtually impossible to incorporate them together into the same formulation. We created **REVERSE** Dual Active Brightening Complex featuring a vitamin C formula in one tube and a stable retinol formula in a separate tube. Mixing these two formulations together immediately before application ensures skin brightening activity. The results are well worth removing the extra cap.

skin lightening accelerator pack for stubborn dark marks and pigmentation

When it comes to fading dark marks and patches, including melasma, the tried and true OTC medicine, hydroquinone, may be the best solution. **REVERSE** Skin Lightening Accelerator Pack contains two formulations, each containing 2% hydroquinone to jumpstart the restoration of your bright, even-toned complexion. Recommended to be used for one 60-day treatment cycle, apply the **REVERSE** Skin Lightening Toner and Skin Lighting Treatment in place of the **REVERSE** Intensive Brightening Toner and Dual Active Brightening Complex.



REVERSE Skin Lightening Accelerator
\$ 99.00 RVSA001

as seen in
totalbeauty

REGIMEN FOR ACNE AND POST ACNE MARKS

CALMS
CLEARS
CONTROLS
DEFENDS

“The only good thing I can say about acne is that if your face is red and bumpy, nobody will notice your wrinkles. When it comes to common skin concerns, breakouts trump everything.”

DR. KATHY FIELDS



UNBLEMISH

REGIMEN FOR ACNE AND POST ACNE MARKS

Based on Multi-Med Therapy, we created the **UNBLEMISH** Regimen as a continuous solution that addresses the acne cycle – clogged pores, trapped oil, bacterial attack, inflammation and pigmentation. This daily, full-face system combines cosmetic and active OTC ingredients that penetrate pores to eliminate most acne blemishes before they are visible on the skin's surface.

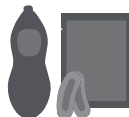
As many acne sufferers have post inflammatory hyperpigmentation (PIH), the remnant red/brown marks following a blemish, we offer **UNBLEMISH Spot Fading Toner**. However, if you are one of the lucky few who does not have PIH, use our **UNBLEMISH Clarifying Toner** as an alternative. Finally, because sun exposure can worsen acne and can also cause dark marks, we've included a broad spectrum SPF 20 sunscreen in this comprehensive plan of attack.

UNBLEMISH 4-Product Regimen

\$171.00 UNRG001 (with **Spot Fading Toner**)

\$171.00 UNRJ001 (with **Clarifying Toner**)

CAN USE WITH**



“Spot-treating acne makes as much sense as brushing the tooth with the cavity while ignoring the rest of your mouth.”
DR. KATIE RODAN

DOCTORS' TIP

A moving violation is not the only thing you will get if you are talking on your cell phone while driving. Constant pressure and perspiration from having your mobile phone to your face may contribute to the irritation that ultimately leads to breakouts. Go hands free. It is safer and better for your skin!

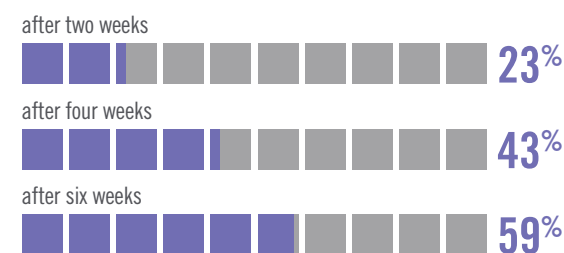


TAKE CONTROL OF YOUR BLEMISHES AND STOP THEM FROM CONTROLLING YOU

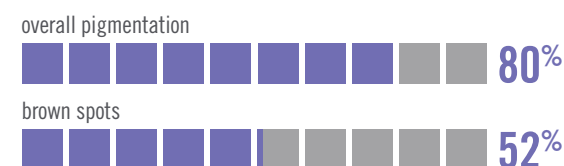
UNBLEMISH RESULTS

Participants in a six-week independent clinical study achieved the following results:*

AVERAGE DECREASE IN AMOUNT OF ACNE



PERCENT OF PARTICIPANTS EXPERIENCING A DECREASE



BEFORE*



AFTER TWO WEEKS*



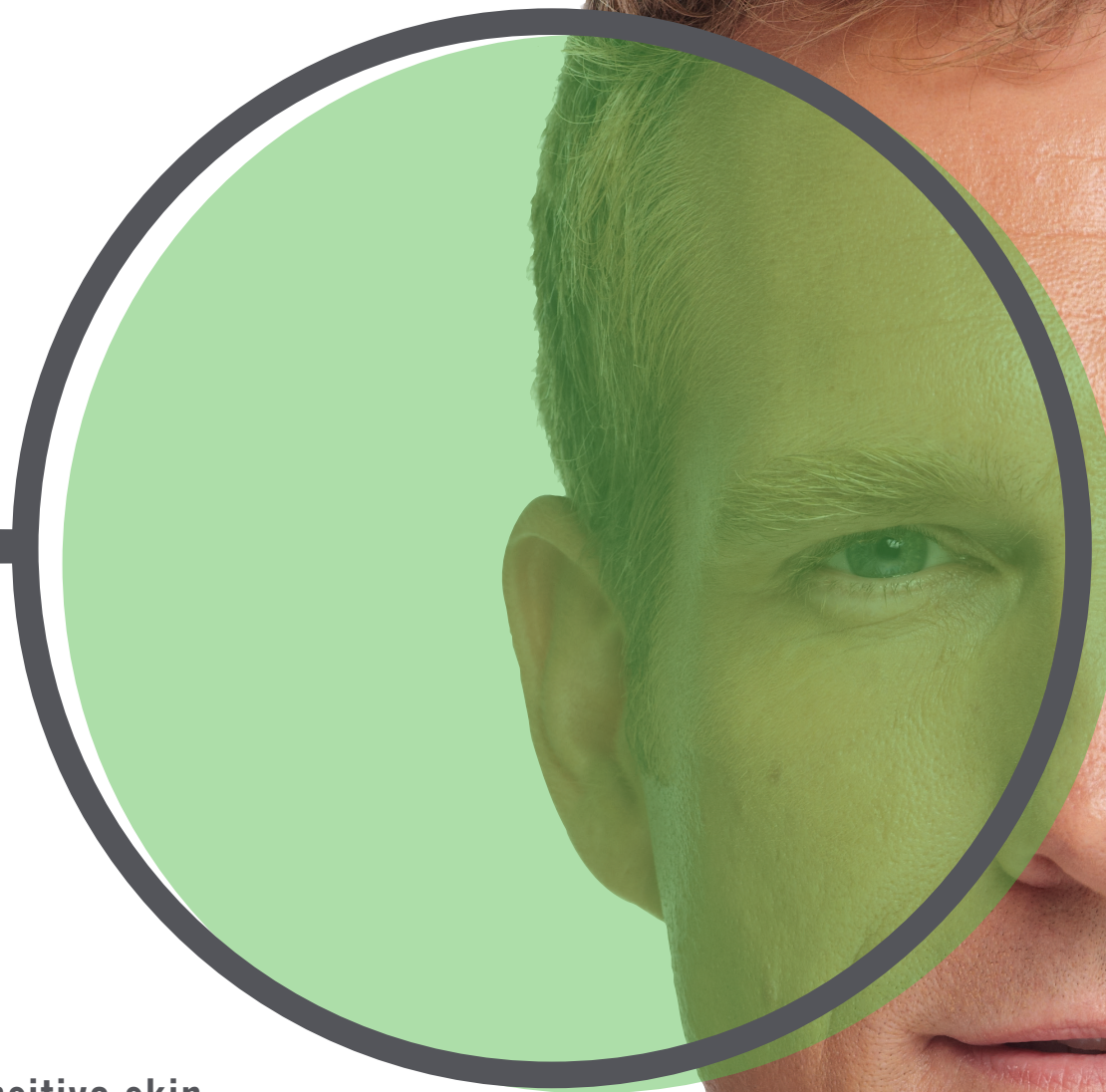
*Clinical data is based on twice-daily use of **UNBLEMISH** Acne Treatment Sulfur Wash, Spot Fading Toner, Dual Intensive Acne Treatment and Oil Control Lotion. Unretouched photos. Results may vary.

Do not use the **REDEFINE Macro Exfoliator™, the **REDEFINE AMP MD™** System, or **REDEFINE ACUTE CARE™** over active breakouts

SOOTH

REGIMEN FOR SENSITIVE, IRRITATED SKIN AND FACIAL REDNESS

CALMS
RELIEVES
NOURISHES
DEFENDS



“Although there is no cure, sensitive skin
can be controlled through a combination
of skincare and the avoidance
of sensitivity triggers.”

DR. KATHY FIELDS

REGIMEN FOR SENSITIVE, IRRITATED SKIN AND FACIAL REDNESS

Based on Multi-Med Therapy, we created the **SOOTHE** Regimen for anyone exhibiting the signs of sensitive skin. **SOOTHE** utilizes clinically proven cosmetic and active OTC ingredients and our exclusive, patent-pending RFp³ technology to shield against the biological and environmental aggressors associated with inflammation. So effective, the **SOOTHE** Regimen is clinically proven to visibly decrease redness, peeling, dryness, stinging and overall irritation within five minutes of use, allowing you to take comfort in having a healthy-looking, luminous complexion every day.

SOOTHE 4-Product Regimen \$160.00 SORG001

as seen in
NEW BEAUTY
MAGAZINE

RF COLD FISSION™ A patent-pending technology that eliminates the need for traditional emulsifying ingredients used to create elegant, creamy moisturizers. Ideal for skin that may be sensitive to traditional emulsifiers.

as seen in
TOWN & COUNTRY



MEN'S FAVORITE
SENSITIVE SKIN TREATMENT

as seen in
REAL SIMPLE
SELF

RFp³ PEPTIDE TECHNOLOGY Our breakthrough combination of peptides — Skin Soothing Peptide and Skin Detoxifying Peptide — works with a Protease Inhibitor at the skin's surface to neutralize triggers and pacify irritable skin. It effectively helps reduce the visible signs of redness and inflammation commonly associated with rosacea, eczema, acne, allergies and cosmetic intolerance syndrome.

nourishes

MOISTURE REPLENISHING CREAM

RESULTS IN **5** MINUTES*

calms

GENTLE CREAM WASH

defends

MINERAL SUNSCREEN

relieves

“Despite all the studies, the medical and scientific communities’ ability to predict who will be sensitive to what is still not very good. The best we can do is to provide you with some tricks of the trade so that you and your skin can live harmoniously.”

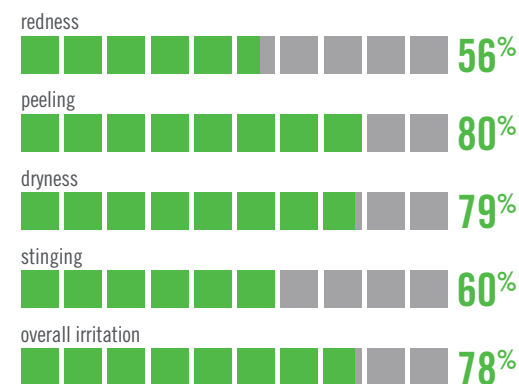
DR. KATIE RODAN

DOCTORS’ TIP

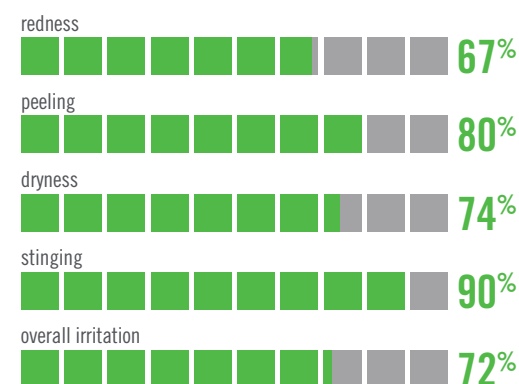
When patients suffer from “cosmetic intolerance syndrome” brought on by product overload or anti-aging procedures like micro-dermabrasion or chemical peels, we recommend **SOOTHE Sensitive Skin Treatment** to normalize their skin.

WHEN YOUR FACE CAN'T TAKE IT ANYMORE

PERCENT OF PARTICIPANTS EXPERIENCING A DECREASE AFTER 5 MINUTES



PERCENT OF PARTICIPANTS EXPERIENCING A DECREASE AFTER 2 WEEKS



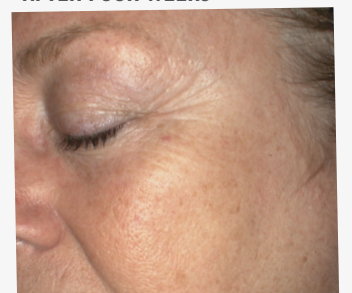
*Clinical data excludes use of **SOOTHE Moisture Replenishing Cream** and **SOOTHE Mineral Sunscreen**. Unretouched photos. Results may vary.

SOOTHE RESULTS In a four-week independent clinical study, participants with hyper-sensitive skin (including mild to moderate rosacea) achieved the following results:*

BEFORE*



AFTER FOUR WEEKS*

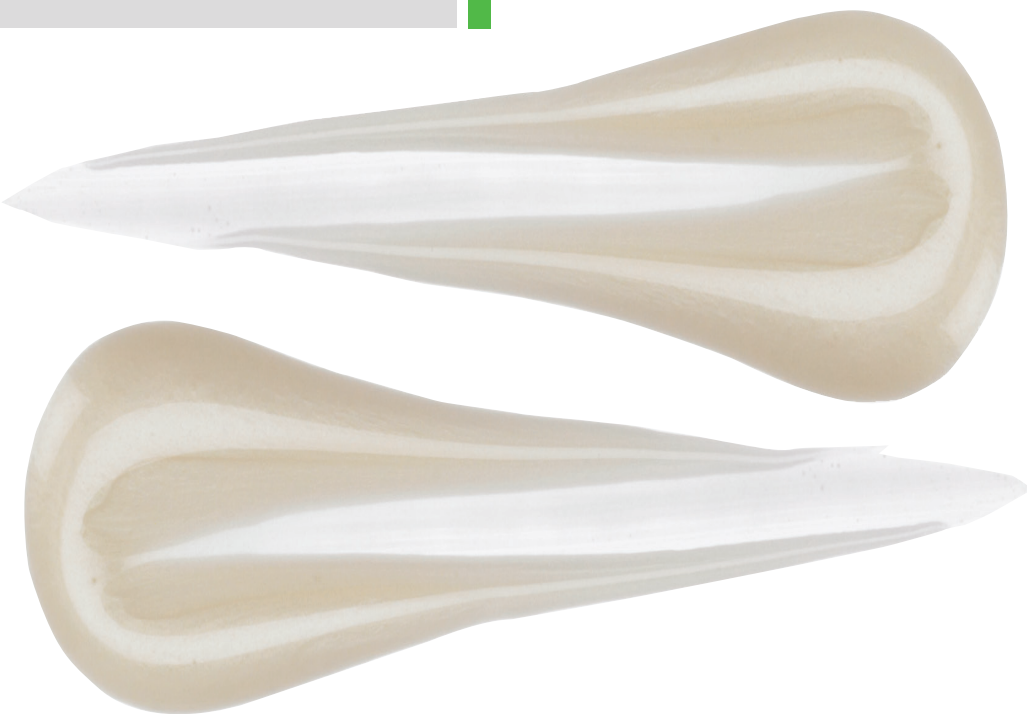


for order details, see pages 42-47 // 33

“Because sensitive skin is often dry and irritated, the barrier function can become weakened which in turn causes the skin to become drier and more damaged. The bottom line is that vulnerability remains high unless this cycle is broken.” DR. KATHY FIELDS

DOCTORS' TIP

If you suffer from razor burn, use **SOOTHE Sensitive Skin Treatment** as an after-shave balm. This lotion will calm the inflamed, red appearance and skin discomfort that can follow shaving.



are you seeing red?

Rosacea is a common condition in which the blood vessels of the skin dilate and constrict very easily in response to a whole variety of stimuli, including spicy food, alcohol, embarrassment, heat, sunlight and menopause. Women are more than three times as likely as men to exhibit it, although the symptoms are often more pronounced and severe in men. This chronic skin condition is characterized by intense and frequent flushing or blotchy redness, the appearance of broken blood vessels on the cheeks, chin and nose and, in some cases, acne-like pimples. Although there are no over-the-counter medicines approved for treating rosacea, choosing skincare products that are formulated for irritable skin may help keep skin calm and less likely to be irritated.



know your triggers

Here is a surprising fact — 70% of Americans report having “sensitive skin.” This designation broadly describes everything from facial redness and occasional dry, itchy, rashy patches to sensations of burning or stinging following the application of skincare products or cosmetics. A small percentage of sufferers have a history of eczema or psoriasis and are genetically predisposed to having sensitive skin throughout their lives. The majority, however, acquire it from repeated exposure to environmental or lifestyle trip wires. Living in climates that are hot and humid or dry, cold and windy can have your skin screaming for help. Also, eating spicy foods or drinking hot beverages or alcohol (especially red wine) can give you a bad case of facial flushing and blushing. Even stress can make your skin go wild. And, in the category of “if a little is good, a lot is better,” we are noticing an uptick in sensitive skin among our patients caused by overuse of anti-aging procedures and products.

Determining which of these factors is causing your skin to misbehave is an important first step because avoidance of the trigger is key to overcoming prolonged bouts of skin sensitivity. But as we all know, life happens and a trip to Chicago, the “Windy City,” or sudden stress from a job loss may cause your skin to rebel. When inflammation does occur, reduce the reactive response with products that calm the skin and provide ingredients to help enhance the skin’s protective barrier. Follow this advice and you may no longer be in the “70% club” and will finally enjoy a complexion that is healthy, even-toned and soft.

sensitive skin and sunscreen — a catch-22?

People with sensitive skin are likely to experience flare-ups associated with UV radiation from the sun, yet they often find sunscreens problematic because sunscreens themselves may irritate the skin. The best solution, sun avoidance, is often impractical if not impossible. To avoid the challenge of using sunscreen without setting off alarm bells, select a product with 100% mineral sunscreens containing only zinc oxide and/or titanium dioxide. In the correct formulations, these ingredients not only protect from UV radiation, but also help keep the skin’s surface cooler, thereby minimizing the appearance of facial redness.

BEYOND THE REGIMEN

Some skincare needs are practically universal – moisturizing dry legs, relieving dry lips, protecting the body from harmful UV rays. However, selecting the right ingredients in the right formulation is essential to avoid doing more harm than good. As dermatologists, we know that what you put on your skin will determine how your skin looks and feels, and how it reacts to its environment. Our mission is to help everyone achieve the best healthy-looking skin from the tops of their heads to the tips of their toes.



ESSENTIALS Maximum D3® Vitamin D3 Supplement

An oral supplement of the most absorbable form of vitamin D and our recommendation for healthy skin and a healthy life.



ESSENTIALS Lip Shield



Goes beyond moisturization to provide broad spectrum SPF 25 protection for the lips. Use daily for soft, smooth and healthy-looking lips.



ESSENTIALS Body Sunscreen



Nonsticky, nonwhitening, water-resistant broad spectrum SPF 30 protection against aging UVA and burning UVB rays. Perfect for the whole family.

as seen in
Lucky
magazine



“Skincare is very specific when it comes to your face. from acne to sun damage, you need a specialized regimen to achieve results. However, there are some products that everyone needs, regardless of age, gender or ethnicity.”

DR. KATIE RODAN

DOCTORS' TIP

To extend the duration of your faux tan, be sure to use **ESSENTIALS Daily Body Moisturizer** with cell-prolonging RF-Dcell technology every day after self tanning with **ESSENTIALS Foaming Sunless Tan**.

faster is not always better

While exfoliation is often one of the best ways to get skin to act younger and healthier, sometimes we need to do the opposite and actually slow things down. When skin cells are stressed due to harsh climates or other environmental aggressors, cells go into overdrive and rush to the surface. The result is increased cell pileup, creating skin that is uncomfortably dry, flaky, tight and irritated.

RF-DCCELL TECHNOLOGY is calming in the face of environmental and climate-induced stressors, promoting skin that is more resilient and less apt to feel dry, tight and generally uncomfortable.



ESSENTIALS Daily Body Moisturizer tackles dry, flaky skin in a whole new way. It features our RF-Dcell technology to calm frenzied cells. The result: Skin is able to retain moisture and remain comfortable when challenged by climate and other environmental aggressors.

Protecting skin from the sun is a must, but that doesn't mean you can't achieve a sun-kissed glow the healthy way. Our dual-active **ESSENTIALS Foaming Sunless Tan** provides even, natural-looking color. RF-Dcell technology extends the duration of your sunless tan.

as seen in
allure



EVERYDAY DERMATOLOGICAL NECESSITIES

TO OPTIMIZE THE RESULTS OF YOUR REGIMEN

exfoliation: out with the old and in with the new

Exfoliation is one of our favorite subjects. Think of it as spring cleaning for your skin – kicking out the old cells to allow younger, more vibrant cells to surface. Of course, all skin is not created equally, so what works to exfoliate the thick skin on your heels and elbows is most likely too aggressive for your face. Furthermore, what works for your face might be too aggressive for your lips. Be particular about particle size and use the right product for the job.

DOCTORS' TIP

Use **ENHANCEMENTS Body Micro-Dermabrasion** to shave your legs. The polyethylene polishing beads help lift hair for a close shave, while bioactive moisturizers condition and protect skin.

as seen in
SELF



ENHANCEMENTS



Micro-Dermabrasion Paste

uses sugar and salt to gently exfoliate. Skin looks brighter after just one use.



ENHANCEMENTS

Lip Micro-Dermabrasion

exfoliates skin on and around the lip area. Gone are lipstick bleed lines and flaky lips.



ENHANCEMENTS

Body Micro-Dermabrasion

cleanses, resurfaces and conditions in one easy step, revealing softer, smoother-looking skin.

as seen on



“Patients tell us how difficult it is to reapply skincare products and sunscreen throughout the day. They hate applying creams that mess up makeup and leave skin feeling greasy.

ENHANCEMENTS Mineral Peptides is a smart way to layer broad spectrum UV protection and soothe skin.”

DR. KATHY FIELDS

perfecting the perfecting process

When it comes to achieving healthy-looking, clear, foundation-free skin, even the most rigorous clinical skincare routines take time to show results. That's why we created a treat-and-protect product that offers both immediate and long-term skin-enhancing benefits that work with any Rodan + Fields Multi-Med Therapy regimen. Infused with patent-pending RFp3 technology, **ENHANCEMENTS Mineral Peptides** shields against biological and environmental aggressors, provides broad spectrum SPF 20 sun protection, and immediately evens skin tone and reduces the appearance of redness with light-deflecting minerals. Pre-load the retractable antibacterial Kabuki brush (sold separately) for easy sunscreen reapplication throughout the day. Available in Light, Medium and Bronze shades.

RFp3 PEPTIDE TECHNOLOGY Our breakthrough combination of peptides – Skin Soothing Peptide and Skin Detoxifying Peptide – works with a Protease Inhibitor at the skin's surface to neutralize triggers and pacify irritable skin.

as seen in
BAZAAR



BE CONFIDENT


WE GUARANTEE YOU WILL LIKE WHAT YOU SEE


We are so confident that our products will deliver real results that we offer a 60-day satisfaction guarantee. If for any reason you are not completely satisfied, you may return the unused portion of the product within 60 days from the date of shipment for an exchange or full refund of the purchase price.




JOIN THE CONVERSATION

Dr. Rodan and Dr. Fields have a legacy of connecting with people in unique ways to create powerful relationships. So, it's no surprise that we're on the forefront of technology. We have several social media programs designed to support our growing community of skin enthusiasts:

 Get the Scoop. For the latest on the newest procedures the Doctors are using in their practices, their opinions on the hottest ingredients, and their lives in general, follow the Doctors at www.twitter.com/DrRodan and www.twitter.com/DrKFields.

 What's the Skinpact? When we see news ... we see skin. Skinpact News offers a glimpse into the Doctors' unique perspective on current events and pop culture. Watch our webisodes on Facebook by becoming a fan of Rodan + Fields at www.facebook.com/rodanandfields. Skin is a beautiful thing ... wear it well.

 Can't Get Enough? Subscribe to Derm RF, our Rodan + Fields skincare blog full of entertaining, straight-talking advice from two of the brightest minds in dermatology today. Featuring everything from insider product tips to fun insights like "Habits that Haunt" and "The Doctor is In," Derm RF offers something for everyone. Get connected today at www.dermrf.com.



derm RF

CUSTOM RECOMMENDATIONS FROM DR. KATIE RODAN AND DR. KATHY FIELDS ... NO APPOINTMENT NECESSARY

Get advice from two of the country's leading dermatologists on the best Rodan + Fields regimen to address your skin concerns with the Rodan + Fields Solution Tool.



Talk to your Independent Consultant about downloading our Solution Tool App on your iPad or iPhone or visit www.rodanandfields.com.

PRODUCTS AT A GLANCE



REDEFINE

Regimen for the Appearance of Lines, Pores and Loss of Firmness

ITEM #AARG001 \$193.00



REDEFINE Daily Cleansing Mask

Creamy, kaolin clay-based cleansing mask dries in two minutes, drawing impurities from pores and gently exfoliating, without disrupting skin's delicate moisture barrier.

ITEM #AAWA125 \$41.00
125 mL/4.2 fl. oz.



REDEFINE Pore Minimizing Toner

Nondrying, alcohol-free toner with poly-hydroxy acids to exfoliate pore-clogging dead skin cells and natural oligosaccharides to reduce the appearance of pores.

ITEM #AATN125 \$47.00
125 mL/4.2 fl. oz.



REDEFINE Triple Defense Treatment

Moisturizing treatment with photostable broad spectrum SPF 30 protection contains a clinically proven concentration of powerful peptides to reduce the appearance of lines and wrinkles and visibly firm skin.

ITEM #AATT030 \$80.00
30 mL/1.0 fl. oz.



REDEFINE Overnight Restorative Cream

Ultra-hydrating cream replenishes skin's natural moisturizing factors (NMFs) while you sleep for skin that looks visibly firmer and less-lined in the morning.

ITEM #AAPM030 \$73.00
30 mL/1.0 fl. oz.



REDEFINE Night Renewing Serum

Each capsule contains a potent, proprietary blend of peptides and retinol to visibly improve skin texture and firmness and reduce the appearance of wrinkles.

ITEM #AASR060 \$90.00
60 Capsules



REDEFINE MACRO Exfoliator™ for Extreme Smoothness and Radiance

Used once a week, this handheld exfoliation tool sweeps away dead skin cells leaving behind a smoother, healthier-looking and more luminous complexion. Kit contains rechargeable **MACRO Exfoliator**, two month supply of Cooling Gels, Charging Base, AC Adaptor, User Guide, Quick Start Guide, Tip Cleaning Brush, Spare Exfoliation Filter, one year's supply of Filter Pads, and Filter Pad Tweezers.

ITEM #AAMEX01 \$279.00



REDEFINE MACRO Exfoliator™ Cooling Gels

Based on exclusive RFp3 technology, each ampule instantly soothes and calms macro-exfoliated skin, speeds the reduction of visible redness and enhances skin's resiliency.

ITEM #AACGC08 \$43.00
8 Gels, 2mL each



REDEFINE Eye Cloths

Gently removes makeup while depositing anti-aging peptides to reduce the appearance of lines, wrinkles and puffiness.

ITEM #AAEY030 \$30.00
30 Cloths



REDEFINE Lip Renewing Serum

Each peptide and antioxidant-rich capsule helps lips retain natural moisturizing factors, visibly smoothes lip texture, and reduces the appearance of lip wrinkles.

ITEM #AALS060 \$54.00
60 Capsules



REDEFINE AMP MD™ System for Firmer-Looking Skin*

Patent-pending system utilizes non-invasive, micro-exfoliating skincare roller clinically proven to safely and effectively improve the appearance of skin firmness. System contains reusable **AMP MD** Micro-Exfoliating Roller, two month supply of the **REDEFINE** Night Renewing Serum, reusable Cleansing Vial and two month supply of Purification Tablets.

ITEM #AAAPS01 \$200.00



REDEFINE AMP MD™ System Refill

Contains a two month supply of Night Renewing Serum and Purification Tablets.

ITEM #AAAPR01 \$107.00



REDEFINE ACUTE CARE™ Skincare for Expression Lines*

ACUTE CARE smooths wrinkles with proprietary Liquid Cone Technology that melts line-defying peptides and hyaluronic acid directly into the wrinkle for a more youthful appearance.

10 Pairs Per Box

*Check with your Consultant for availability



REDEFINE Power Pack

REDEFINE MACRO Exfoliator + REDEFINE Regimen + REDEFINE AMP MD System = **Save 20% off**

ITEM #AAJGS01 \$538.00



Aging REDEFINED Special

REDEFINE MACRO Exfoliator + REDEFINE Regimen = **Save 20% off**

ITEM #AARRME1 \$378.00



REDEFINE AMP It Up Special

REDEFINE Regimen + REDEFINE AMP MD System = **Save 20% off**

ITEM #AAPRS01 \$314.00



PRODUCTS AT A GLANCE



REDEFINE Hand Treatment Regimen

Our Multi-Med® Therapy solution for reducing the visible signs of aging on the hands. Minimizes appearance of age spots, visibly brightens skin, diminishes visible redness, and reduces the appearance of wrinkles and crepey skin. Contains Brightening Hand Treatment and Age Shield Hand Balm.

ITEM #AAHR001 \$67.00



REDEFINE Brightening Hand Treatment

Hydrating formula replenishes skin's natural moisturizing factors to improve elasticity and resiliency, while skin brighteners visibly even skin tone and improve the appearance of hands.

ITEM #AAHC050 \$32.00
50 mL/1.7 fl. oz.



REDEFINE Age Shield Hand Balm

Multitasking balm deposits the visible spot-reducing and firming benefits of pure vitamin C and the broad spectrum UVA/UVB SPF 30 protection benefits of SHIELD^{RF} sunscreen technology onto the backs of hands.

ITEM #AAHB030 \$43.00
30 g/1.0 oz.



REDEFINE Multi-Function Eye Cream

Utilizes powerful peptides to minimize the look of crow's-feet and reduce the appearance of dark circles and puffiness. Optical filters visibly brighten the eye area.

ITEM #AAEY015 \$60.00
15 mL/1.5 fl. oz.



REDEFINE MACRO Exfoliator Replacement Filters

Replacement filters for your **MACRO Exfoliator**.

ITEM #AAMERF2 \$10.00 2 Filters



REDEFINE MACRO Exfoliator Filter Pads

A year's supply of filter pads for replacement after weekly macro-exfoliation.

ITEM #AAFP052 \$5.00
52 Filter Pads



REVERSE

Regimen for the Appearance of Brown Spots, Dullness and Discoloration

ITEM #RVRGG01 \$179.00



REVERSE Deep Exfoliating Wash

Cleanses and refines sun damaged, blotchy complexions. Alpha hydroxy acids loosen dead skin cells and polyethylene beads sweep them away.

ITEM #RVWA125 \$41.00
125 mL/4.2 fl. oz.



REVERSE Intensive Brightening Toner

Proprietary blend of kojic acid and antioxidants visibly brightens skin and gradually minimizes the look of discolored skin. Salicylic acid and licorice effectively exfoliate and refine skin for a more radiant complexion.

ITEM #RVTG125 \$47.00
125 mL/4.2 fl. oz.



REVERSE Dual Active Brightening Complex

Features the combination of vitamin C and retinol to enhance brightening of the skin while diminishing the look of fine lines and wrinkles.

ITEM #RVTTG50 \$93.00
2 x 25 mL / 0.85 fl. oz.



REVERSE Broad Spectrum SPF 50+ Sunscreen

Photostable broad spectrum SPF 50+ sunscreen defends against pigment-stimulating UV rays. Contains SHIELD^{RF} sunscreen technology to visibly decelerate the signs of photoaging that appear over time. Licorice and mulberry help brighten dull skin.

ITEM #RVSS050 \$41.00
50 mL/1.7 fl. oz.



REVERSE Skin Lightening Accelerator Pack

Highly effective formulas featuring 2% hydroquinone to be used, as needed, to quickly address persistent discoloration.

ITEM #RVSA001 \$99.00



REVERSE Power Pack

REDEFINE MACRO Exfoliator + REVERSE Regimen + REDEFINE AMP MD Micro-Exfoliating Roller = Save 20% off

ITEM #RVJGS01 \$455.00

The **REDEFINE** Night Renewing Serum is not included with the **REDEFINE AMP MD Micro-Exfoliating Roller** because the **REVERSE Dual Active Brightening Complex** contains retinol.



REVERSE REDEFINED Special

REDEFINE MACRO Exfoliator + REVERSE Regimen = Save 20% off

ITEM #RVRRME1 \$366.00



REVERSE AMP It Up Special

REVERSE Regimen + REDEFINE AMP MD Micro-Exfoliating Roller = Save 20% off





ITEM #RVAPS01 \$232.00

The **REDEFINE** Night Renewing Serum is not included with the **REDEFINE AMP MD Micro-Exfoliating Roller** because the **REVERSE Dual Active Brightening Complex** contains retinol.



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on regularly scheduled
orders every 60 days
-  **INSIDE ACCESS**
to Dr. Katie Rodan and
Dr. Kathy Fields
-  **EXCLUSIVE
PROMOTIONS**
special offers and
value sets

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INDEPENDENT CONSULTANT TO LEARN MORE.**



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www.rodanandfields.com
or call 1 888 995 5656

*Preferred Customer pricing offers up to and in some cases more than a 10% discount off retail price.

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11/2014

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